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AIA JOURNAL
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**Monthly
Bulletin**

AMERICAN INSTITUTE
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ARCHITECTS

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SAGINAW CIVIC CENTER
SAGINAW, MICHIGAN
MARCH 13, 14, 15, 1974

the architect and recreation
MSA 59TH ANNUAL CONVENTION

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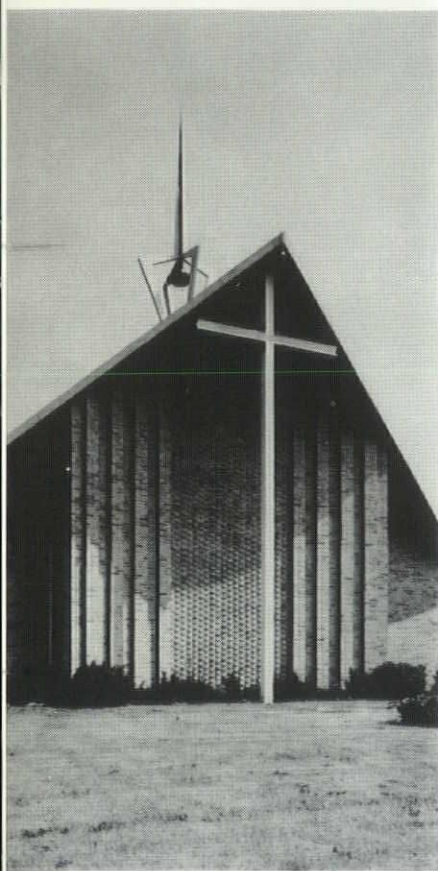
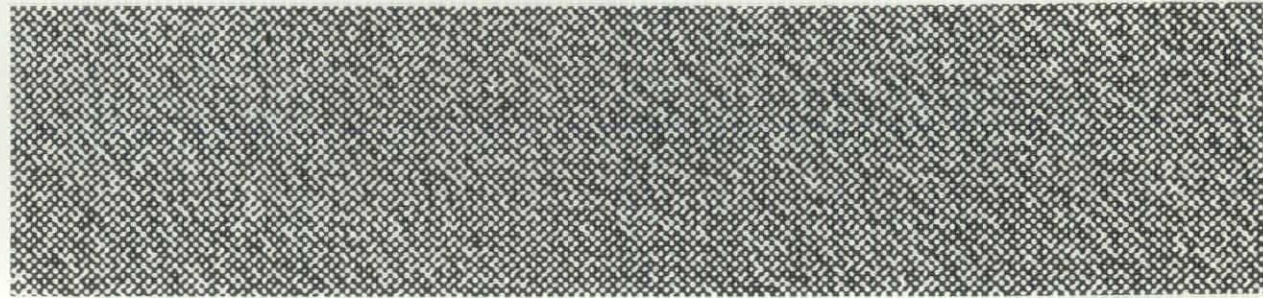
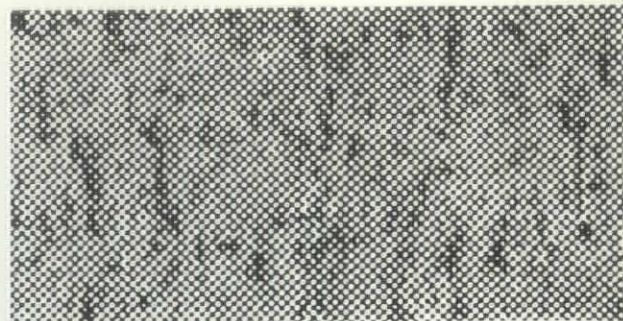
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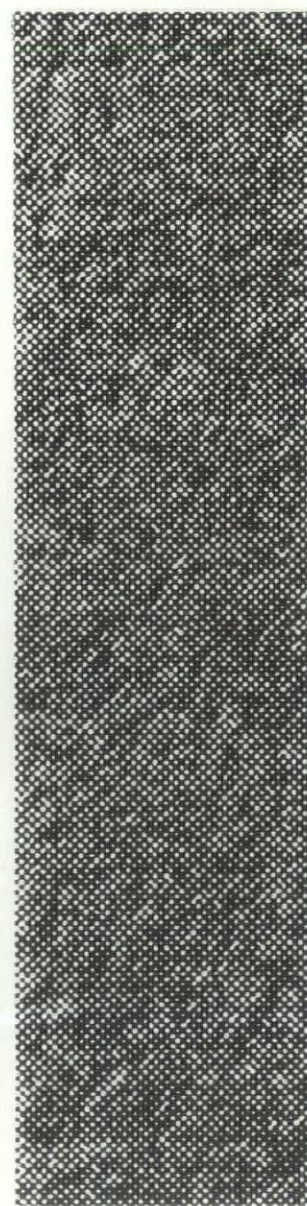
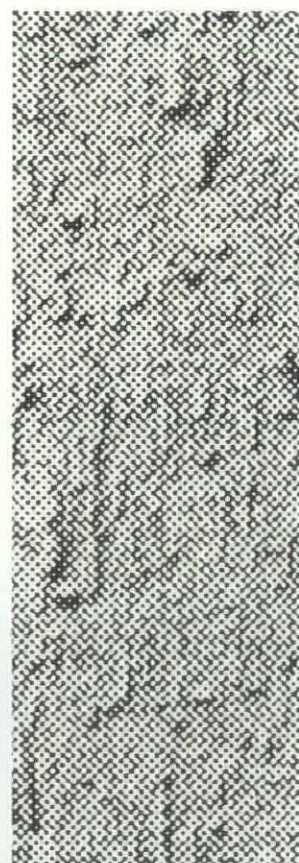


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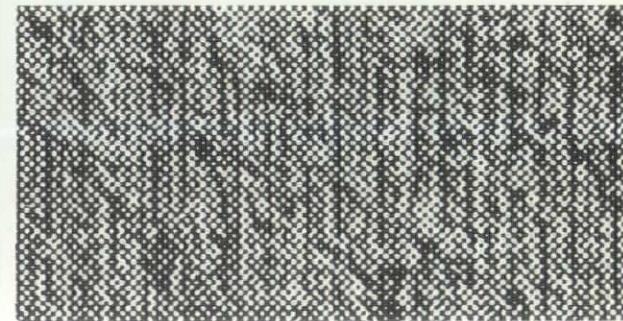


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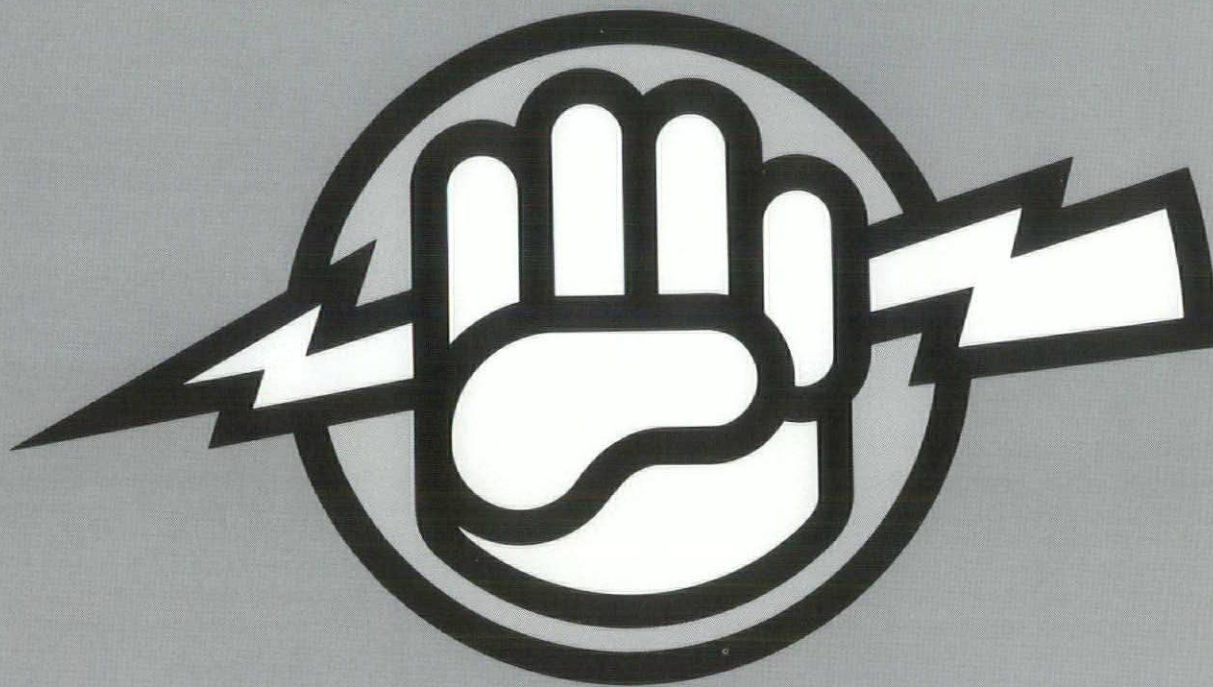


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In a way then, our new symbol is a lot like the electrical power we bring to you every minute of every day: it means as much to you as it does to us.

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The Electrical Contracting Industry



Monthly Bulletin

Vol. 49 No. 3
March, 1974

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THE MONTHLY BULLETIN IS
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TO ADVANCE THE PROFES-
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THE STATE OF MICHIGAN.

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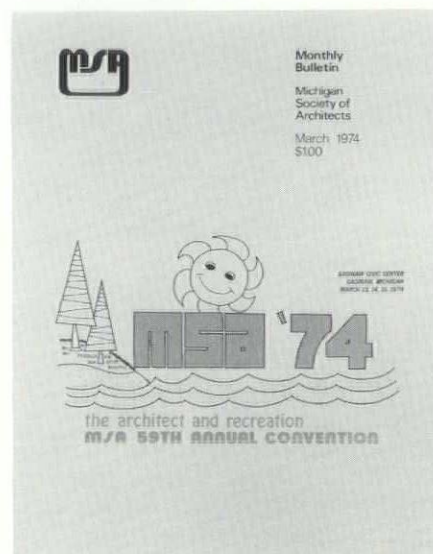
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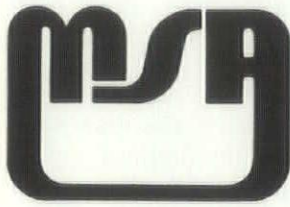
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THE ARCHITECTS' ETHICS — AND WHAT IF THEY ARE COMPROMISED?

Clarence H. Rosa, FAIA

Just as each member of the medical profession subscribes to the oath of Hippocrates as a standard of ethical practice, so each of us as a member of the American Institute of Architects subscribes to its Standards of Ethical Practice as a prerequisite of membership. The Standards have been changed slightly during the past two years and we simplified the procedural rules for enforcing the Standards at our 1973 AIA convention. It seems appropriate at this time therefore to review both the standards and the revised judicial procedures so that all of us will be fully cognizant of their meaning and implementation.

The Standards (given here in abbreviated form, see AIA Document J330 for complete text) require that:

We fulfill our obligations to the public by:

1. Serving and promoting the public interest to improve the human environment,
2. Practicing in a manner that will support the human rights of all mankind,
3. Not using paid advertising, self-laudatory, exaggerated, misleading or false publicity or soliciting advertising for any publication presenting our work, and
4. Not publicly endorsing a product, system or service;

We fulfill our obligations to our client by:

5. Preserving the confidences of the client,
6. Representing truthfully and clearly our qualifications and capabilities, never subordinating the quality or adequacy of our professional services to any consideration,
7. Not undertaking any activity or having any interest that could compromise our professional judgment or prevent us from serving the best interest of our client, this includes not engaging in building contracting where compensation is derived from profit on labor and materials furnished in the building process, and
8. Openly participating in the political process if we choose but not making contributions of service or value for the purpose of securing a commissions;

We fulfill our obligations to our profession by:

9. Not attempting to obtain or accepting a commission for which we know another has been selected until the other's agreement has been terminated and we give written notice to the other of our intent,
10. Recognizing the contribution of others engaged in the design and construction of the physical environment and not making false statements about the professional work of others,

11. Encouraging education and research and the development and dissemination of useful technical information, and

12. Not offering our services in a competition except as provided in the AIA code.

The Standards of Ethics have evolved through periodic review and revision from the first AIA edition of "A Circular of Professional Practice and The Canons of Ethics" in 1909. They seem reasonable and logical for our professional practice but there have been and probably will continue to be infractions of them, both intentional and unintentional, both actual and imagined. Review your professional and corporate activities for the past year or so. Have you compromised the Standards in any way? Might it appear to others that you have compromised them even though you haven't? What should be done if it appears or if it is alleged that an architect has violated any of these Standards? Let's review the procedural rules for judicial cases.

A charge of unprofessional conduct (violation of the Standards of Ethical Practice) may be filed by a non-member, an individual member or members, a chapter, a state organization or the State Board of Registration. The complaint should be sent in writing to the Secretary of the Institute within two years of the occurrence, should state the alleged facts and cite the particular section or sections of the Standards that are involved. The executive Vice-President of the Institute will immediately notify the accused and the concerned regional director(s) and chapter president(s) of the complaint and will confer with the complainant as to whether he wishes the Regular or Special Procedures to be followed. Perhaps a note should be made at this point of the "Special Procedures" that we authorized at our 1973 Convention. They are less time consuming than the Regular Procedures and are limited in their penalties by providing modest sanctions for relatively limited offenses. The maximum penalty through Special Procedures is censure. Special Procedures can be used only when all parties to the complaint and the Chairman of the National Judicial Board (NJB) agree to their use. When such agreement is not obtained, the Regular Procedures are followed. Let's assume for the purpose of this discussion, that the complainant chooses that the Special Procedures be followed and that the accused and the Chairman agree to the selection. The Ex-VP will require that the complainant furnish confidentially to him and to the accused within twenty days, the facts upon which he bases his charges, copies of evidentiary material or a listing of such material together with a listing of witnesses that may be called to testify to the complaint. The accused will then have twenty days to reply to the complaint by furnishing confidentially to the Ex-VP and the complainant a digest of the evidence he proposes in his defense

together with a list of witnesses he proposes to call to substantiate his evidence. At this point, the complainant may wish to withdraw his charge and he may do so if the NJB agrees. In this event, the Ex-VP will notify all parties to the complaint as well as the concerned regional director(s) and chapter president(s) and the record is cleared of the matter. If the charge is not withdrawn, the Chairman of the NJB will name a member of the special judicial panel to hear the case and he will designate a time and place that is reasonable to all parties. The complainant, the accused and the witnesses are heard at the hearing and the complainant and the accused have the right to be present throughout the hearing, to cross-examine witnesses, to offer evidence and to be represented by counsel, although the hearing is not conducted with court formality and professional men should be able to evaluate professional matters without legal intervention. A transcript may be requested of the hearing. The panel member hearing the case will determine the innocence or guilt of the accused and may impose one or a combination of the following penalties:

- a. Place a record of admonition in the membership file of the accused,
- b. Publish locally the nature of the violation and the penalty imposed,
- c. Require a public, private, written or oral apology,
- d. Provide other settlements if all parties consent,
- e. Record and nationally publicize a reprimand (censure) without affecting the accused's membership.

The panel member who heard the case will promptly prepare a report of the hearing and forward the file to the Chairman of the NJB. When the Chairman concludes that the hearing has been properly conducted, he will report the results to the Ex-VP who will advise all parties to the case of the findings and will have all charges, evidence, reports and other papers pertaining to the case sealed and placed in the files of the Institute.

Regular procedures follow the general form of the Special Procedures outlined above and differ primarily in that the time between filing and hearing is greater, the hearing is by a Judicial Board Panel of three to five members and the penalties may include suspension and termination of membership.

This then is an abridged description of the principal procedures that should be followed if the Standards of Ethics are violated. It is probable that during our professional careers, most of us will never be directly involved with them. But if you should be, you'll find the complete, detailed procedures in Chapter XIV of the Rules of The Board and in Chapter XIV of the Bylaws, American Institute of Architects.



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Let's Bring The Computer Down to Earth

Terrence E. Wilson
Data Processing Manager
Giffels Associates, Inc.

Where does the aura of mysticism surrounding the computer come from? Why do people not familiar with a computer sometimes consider it as a panacea and view the people working directly with it as though they were geniuses or as if they possessed some kind of supernatural powers? This impression, I believe, is far more prevalent in the small firms than in the larger ones.

Computer science is probably the fastest growing technology in the world today. The computer affects all people, both on the job and in their day to day life. Computer experts perform amazing feats, but feats that should be looked at in a proper perspective.

What does a computer do? It simply adds two very small numbers together and remembers where it put the answer. That is all it does! The computer's power and usefulness stems from the fact that it does this very fast and always does it the same way.

The electronic brain holds much respect from those not working directly with it. This respect can come in two forms: the architect who says "I don't know how you people do it, but you've done the impossible again", or the manager who says "That computer always spits out garbage — you can never rely on it". Both of these viewpoints are unrealistic defense mechanisms for something not understood, the first giving too much credit to a mere machine, and the second attempting to downgrade it.

Many of today's upper management grew up without a computer. They have not had the time or need to educate themselves in the basics of computer programming or sys-

tems work. There also exists among this group either apathy, or apprehension toward this new machine due to man's basic fear of the unknown.

Those working with the computer further complicate the picture by constantly casting out strange sounding terms and speaking in a jargon familiar only to those working in a similar environment. Technology is moving so rapidly that new terms are continually required to describe the new conditions, but computer personnel take an almost sadistic pleasure in confusing others with their terminology. The recipient of these terms, in not wanting to appear "behind the times", lets them slide by, not fully grasping the content of the conversation, and the understanding gap widens.

This acceptance problem is also very apparent at the production level. Many of the architects and engineers responsible for design activities are hesitant to accept the computer as a design tool because they don't understand it. If they do the work manually, they are familiar with each step of calculation along the design path. "Once I turn it over to the computer people, I don't know where the answer came from." This may be a designer's way of looking at it. He gets an answer, but really doesn't put any faith in it, and therefore, goes through the routine manually to check it out.

Gaining acceptance and understanding from design personnel may be easier than gaining it from management. This can be accomplished by writing computer programs with enough detail for the engineer or architect to follow his problem from beginning to end. The program designer should also know the possible trouble spots in the calculations, so that optional detail may be listed here if desired. Now, this kind of programming cannot be accomplished completely by some-

one without professional design experience. On the other hand, a professional engineer or architect has no desire to become simply a computer programmer, and his talents would be wasted as such. A possible solution for this dilemma is to maintain a programming staff of non-professionals, independent of the design departments. Between the programmer and the professional person is an interface, a person who understands both aspects of the problem, can interpret the needs of the designer, and present an analytical summation of the problem to the design department. He would not have to be fully dedicated to computer work, but could be called on, based upon the needs of the department. Each department would have a pre-established budget and be able to afford a given amount of programming time. The type of work performed would, therefore, be a departmental decision, and all departments could become involved without having to have a programmer dedicated to their use. The programmers would be under a centralized leader who could insure that duplication of efforts do not take place, e.g., one standard page heading routine instead of each department designing its own. This would lead to a standardization of reports and techniques while each department maintained its autonomy.

Getting management to accept the computer can be a more complicated problem. Upper management's first experience with the computer, historically, is through the computer salesman, who, like any other salesman, may overemphasize some aspects and totally ignore others in order to make a sale. The computer is then obtained, a staff is set up, and management sits back to wait for all the miracles to happen. Things do

William G. Milliken
Governor of the State of Michigan
presents this
Executive Declaration
in Observance of

March 10 - 16, 1974

as

ARCHITECTS WEEK

Today's architecture goes beyond the primary function of providing man with protection from the elements. It has developed through the centuries into a great art and science that is an important mold of our environment.

Michigan architects are committed to the idea that Michigan will have better housing and improved environment, more effective regional planning, better community design, a reduction in the constraints to building and sound policies for our urban growth and regrowth.

Michigan has within its borders many architectural firms of national and international repute; the products of Michigan architects have benefited the citizens of this state, the nation and the world; and our lives are more comfortable and meaningful because of their professional competencies.

Therefore, I, William G. Milliken, Governor of the State of Michigan, do hereby urge all citizens to give appropriate recognition to the many contributions which Michigan architects have made and continue to make to our state and its people.

Given under my hand on this seventh day of February in the year of Our Lord one thousand nine hundred seventy-four and of the Commonwealth one hundred thirty-eight.

William G. Milliken

GOVERNOR





**MICHIGAN SOCIETY OF ARCHITECTS
59TH ANNUAL CONVENTION
BAY VALLEY INN & THE SAGINAW CIVIC CENTER
MARCH 13, 14 & 15, 1974**

WEDNESDAY, MARCH 13, 1974

MORNING	Continuing Education Program "Advanced Land Development" Dr. Carl Tschappat	Architects Park Project Bliss Park Playlot All Day Project
AFTERNOON	MSA Board of Directors Meeting	
EVENING	CONVENTION GROUNDBREAKER Saginaw Civic Center Opening of Exhibits, Buffet dinner, cocktails (cash bar), The New Reformation Band Dancing & Prize Drawing	

THURSDAY, MARCH 14, 1974

MORNING	Convention Theme — "The Architect & Recreation" Recreation Overview — Saginaw Civic Center National: Archibald Rogers, FAIA President The American Institute of Architects State: James Bryant Department of Natural Resources Office of Planning Services City: Thomas Cawley, Director Saginaw Parks & Recreation Commission County: Kenneth Smithee, Director Genesee County Parks & Recreation Architects Park Project — Bliss Park Playlot
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THURSDAY, MARCH 14, 1974 COND'T

AFTERNOON

Exhibitors Buffet and Opening of Exhibits
Saginaw Civic Center

Convention theme — Recreational Development
Bay Valley Inn

Ralph Bergsma, AIA
Property Development Group, Inc.
Ann Arbor, Michigan

Walter R. Stewart
Muirhead, Casey, Baxter & Stewart
California Developers of Bay Valley

Guy S. Garber, Jr.
Bay Valley Investor

Architects Park Project — Bliss Park Playlot

EVENING

Host Chapter Party

Host Chapter Party (\$15.00 per person — complete package)
Cocktails and Tour of the Midland Center for the Arts
Cocktail Sponsors: Mr. & Mrs. Alden Dow

Dinner — Garden Room

Theatre Performance: "A Streetcar Named Desire"

Performing Arts —
An Evening in Midland



Cocktails, Dinner and Theatre in one of the finest buildings in Michigan all for the price of \$15.00 per person! Ridiculous you say! However, the Saginaw Chapter has done it — including transportation to and from Bay Valley to boot!

Thursday, March 14, Buses will leave Bay Valley at 5:45 P.M. arriving at the Midland Center for the Arts. Mr. & Mrs. Alden Dow will welcome us for cocktails as their special guests in the Founders Room of the Center. Alden has graciously provided guides for tours of the

building before dinner is served in the Garden Court.

A special performance of Tennessee Williams "Street Car Named Desire" will be presented in the Little Theatre in the Center just for us.

Buses will be at the door at final curtain to take us back to Bay Valley. A great evening — bring your friends — This evening is *not exclusively* for convention registrants, it is open to anyone wishing to join us. Order your tickets now.



THURSDAY, MARCH 14, 1974

Ladies Special

Marna Spence of the Saginaw Chapter is Chairman of the Ladies Events for the March Convention. Marna and her committee, realising the great resources of the Saginaw Valley area, have organized a great Thursday trip to Midland for a guided tour of six churches, luncheon in a resort known for its fine food with a fashion show to welcome Spring.

All this for \$10.00 is a pretty good buy!

The convention is being held in a *new* hotel with *indoor* swimming, *indoor* tennis, a *new* exhibit hall and transportation to all convention events. Just park your car and leave the driving to us.

10:00 AM

Ladies Activity (ticket \$10)
Bay Valley Inn

10:00 AM
12 Noon

Tour of Midland Churches
Bus & Walking Tour

12:30 PM
2:30 PM

Buffet Luncheon at Bintzs
Cocktails (Cash Bar)
Informal Fashion Show

3:30 PM
4:00 PM

Bus from Bintzs back to
Bay Valley

FRIDAY, MARCH 15, 1974

MORNING

Exhibitor's Feedback Breakfast

MSA Annual Business Meeting
ALL MSA MEMBERS INVITED TO ATTEND
Saginaw Civic Center

UNIQUE COMMISSIONS — Recreational Architecture
Saginaw Civic Center

William Jarratt, AIA
SH&G Associates
Project: Saginaw Federal Building

Clarence Roy
Johnson, Johnson & Roy, Inc.

Architect's Park Project — UPDATE

AFTERNOON

Exhibitors Buffet Luncheon
Saginaw Civic Center

Exhibit Hall — Tear Down after luncheon

The Architect's Own Recreation
Ladies Welcome to attend.

Architects pick their own variety of recreation from Fishing, Arts & Crafts, Boating, Biking, Hiking, Skiing, Tennis, Golf and Swimming. Unique trips have been planned by the Committee to sites for the above forms of recreation. All you have to do is pick your own form of recreation and we will take you to it.

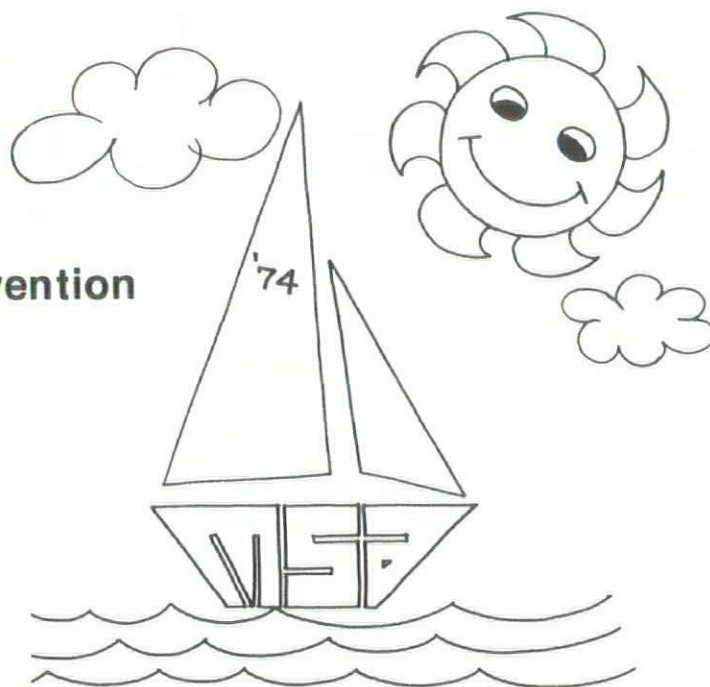
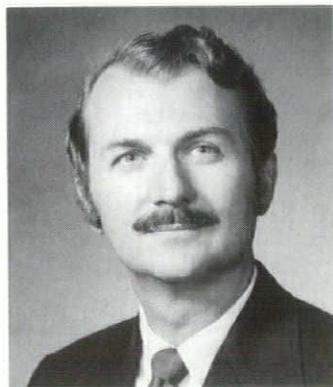
EVENING

President's Reception
Sponsors: Producers Council
Bay Valley Inn

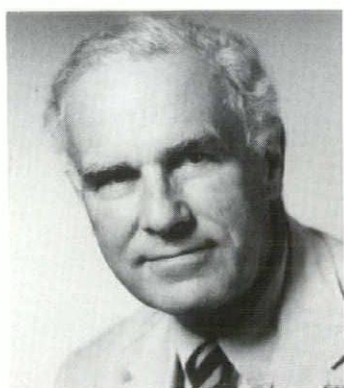
MSA Annual Honor Awards Banquet
Bay Valley Inn

MSA 1974 Gold Medalist: Thomas J. Sedgewick, AIA

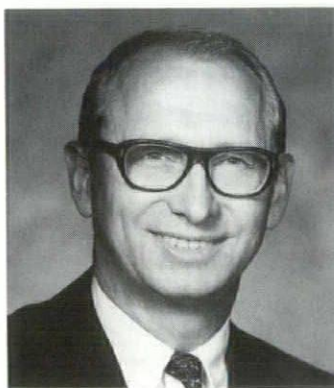
59th Annual Convention Headliners



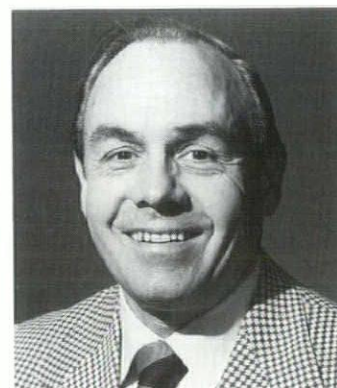
*Leslie Tinchknell, AIA
President Michigan Society of Architects*



*Archibald Rogers, FAIA
President The American Institute
of Architects*



*Arthur Nelson, AIA
Chairman MSA 59th Annual
Convention*



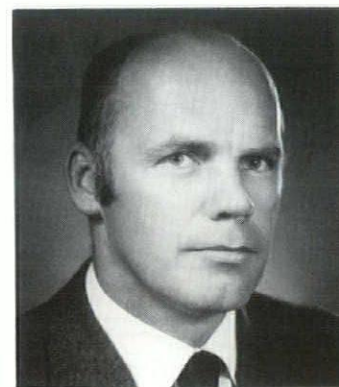
*James Bryant
Department of Natural Resources
Office of Planning Services*



*Ralph Bergsma, AIA
Property Development Group, Inc.
Ann Arbor, Michigan*

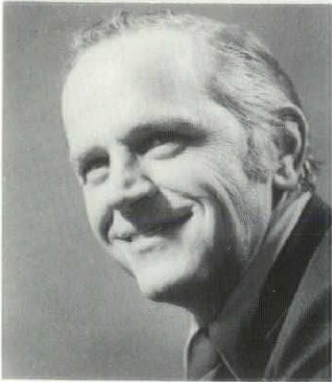


*William Jarratt, AIA
SH&G Associates
Project: Saginaw Federal Building*



*Clarence Roy
Johnson, Johnson & Roy, Inc.
Ann Arbor, Michigan*

1974 Gold Medal



Thomas J. Sedgewick, AIA

The 1974 Gold Medal of the Michigan Society of Architects will be awarded to Thomas J. Sedgewick, AIA of the Flint Area Chapter, AIA.

Active not only in AIA Affairs in the Flint Chapter, of which he is a charter member, he has been active at the National level as well. Currently he is a member of the AIA Judicial Procedures Task Force. He served a seven year term on the Registration Board for the State of Michigan and was involved in the 1967 Revisions to the Act.

In 1966 he began to serve the NCARB, first as Chairman of the Mid-Central Conference in 1966, then a Director in 1968-1970. His major contribution at this time was to lead a committee to restructure

all the NCARB Documents. He served as Second Vice President 1970-1971, and First Vice President 1971-1972, succeeding as President in 1972-1973.

He is currently a member of the Genesee Township Planning Commission and has served as Chairman of the Model Cities Development Corporation Committee on Housing.

A member of the American Institute of Architects since 1958 he has served his profession well. We Salute Our Gold Medalist for 1974.



Thomas Cawley, Director
Saginaw Parks & Recreation
Commission



Kenneth Smithee, Director
Genesee County Parks
& Recreation

<i>General Chairman</i>	Arthur Nelson, AIA
<i>Program</i>	Leslie Tincknell, AIA
<i>Graphics</i>	Rex M. Reittenbach, AIA
<i>Exhibit Liaison</i>	Gary Grout & William Prine, AIA
<i>Prize Committee & Producers Council</i>	James E. Mason Victor Specht Adam DeMartino Fred Wigen, AIA
<i>Ladies Events</i>	Marna Spence Professional Affiliate
<i>Host Chapter Party</i>	Ralph McGivern, AIA
<i>Transportation</i>	Lee Austin, AIA
<i>Architect's Park</i>	James A. (Sandy) Spence, AIA
<i>Project</i>	Thomas Friewald, Associate Lynn Kauer, Associate
<i>Recreation Tour Guides</i>	Leslie Tincknell, AIA Richard Forsythe, AIA Tom Friewald, Associate Calvin Smith, AIA Jack Hallett, AIA
<i>Public Relations</i>	David Oeming, AIA
<i>Student Assistance</i>	Delta College
<i>MSA Executive Director</i>	Ann Stacy

not work out as smoothly as promised by the salesman. His computer personnel tell him they cannot do the things that were promised with their equipment configuration, and the fun begins.

Too often, a decision on computer hardware or software is made primarily on price alone. As with purchasing any commodity, one must be willing to spend enough money to get all the parts necessary to do the job. A study is usually made before a decision on new equipment is enacted. As with any

study, there are always variables that can be stressed in either direction to sway a decision. In the small firm, the proper expertise for computer recommendations may not exist among many people within the company.

Since management cannot get close enough to the picture, they must rely on subordinates for a recommendation. There are time-sharing versus in-house, centralization versus decentralization, and many other considerations, none of them uncomplex and none of them

the same for all firms. Computer users' groups could present an unbiased source of knowledge. Firms in the same line of work should also be consulted. It is management's duty to get as many recommendations as possible before reaching a final decision. There is too much at stake.

The decision made should not lock the company into a certain piece of hardware or software. The market place is too volatile. Newer and better systems are continually appearing. Management should demand a return from its computer expenditure as it would from any other outlay. Each new project should be cost-justified before it is begun, and stopped if it does not pan out.

Now, where does all of this lead us? Assuming that we accept and utilize the computer properly, are we entering an age where the world will be run by the computer? It is true there are fantastic visions on the horizon. Computer graphics will be expanded, computer-controlled drafting will become feasible, management will have information more readily available, and many things not previously dreamed of will become reality. It is also true that the computer performs calculations prohibitive to man's capabilities. But man's brain is performing many functions while his calculations are taking place. He is physically and mentally surviving in an environment not altogether to his liking. He is looking ahead to the management meeting, or to how his son is going to like his new bicycle. He is adapting to a myriad of circumstances while the computer is functioning in a protected environment, doing a specified task. Our problem is not one of whether we are going to survive in the era of the computer, but rather if we are going to understand it to the point necessary to use its capabilities to make our job easier, more creative, and more challenging, because like it or not, we will not be able to ignore it.



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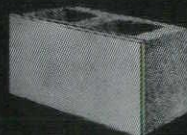
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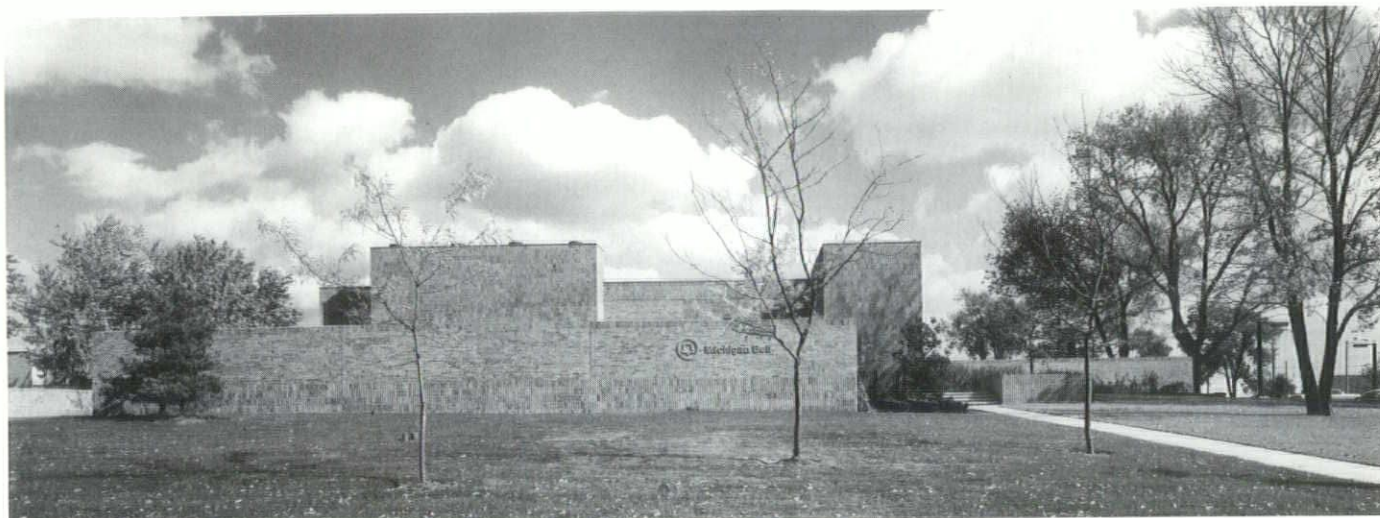
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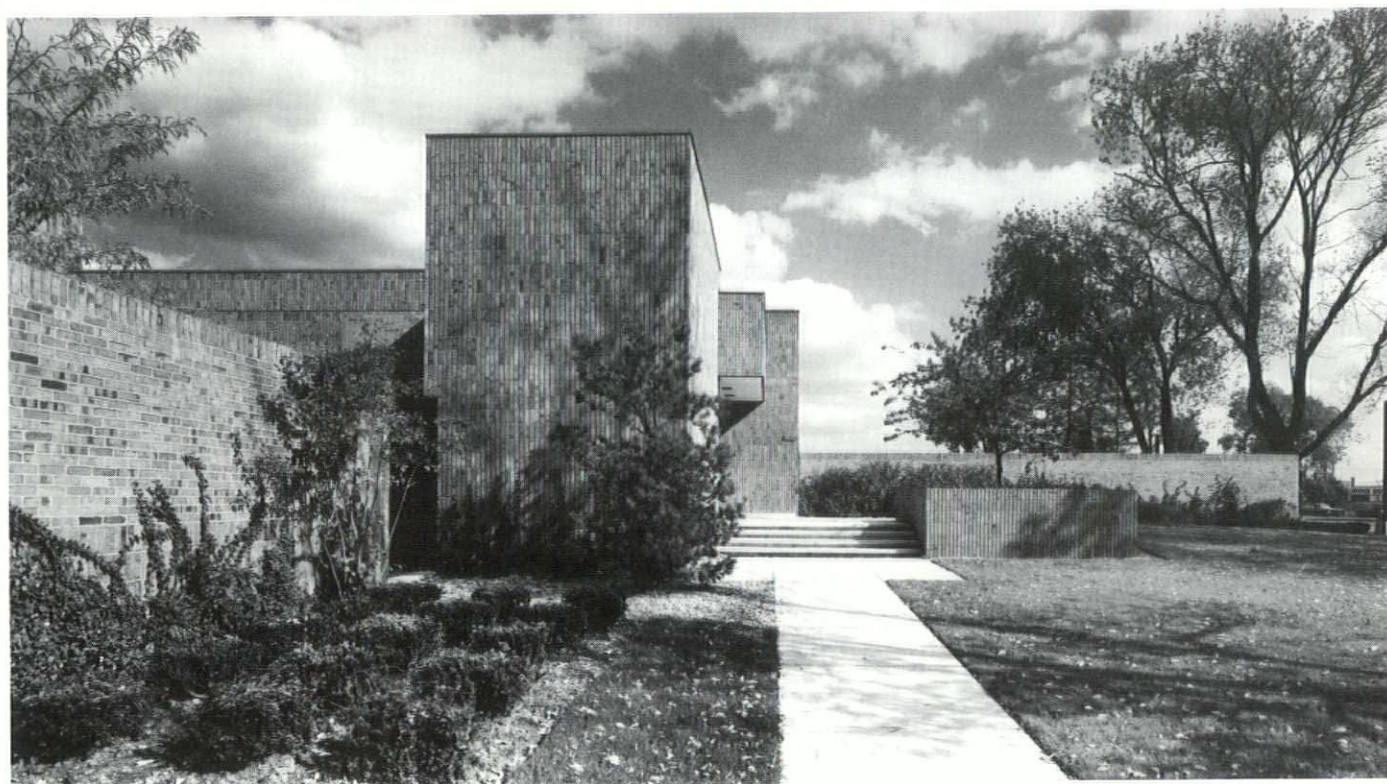
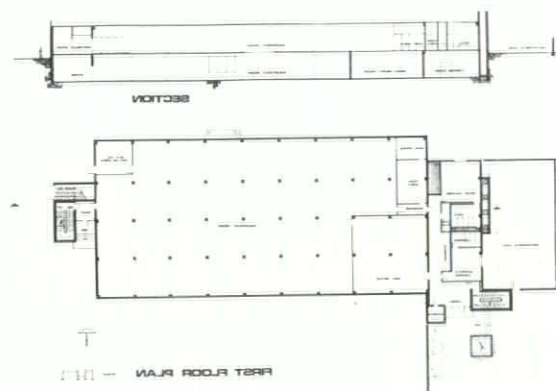
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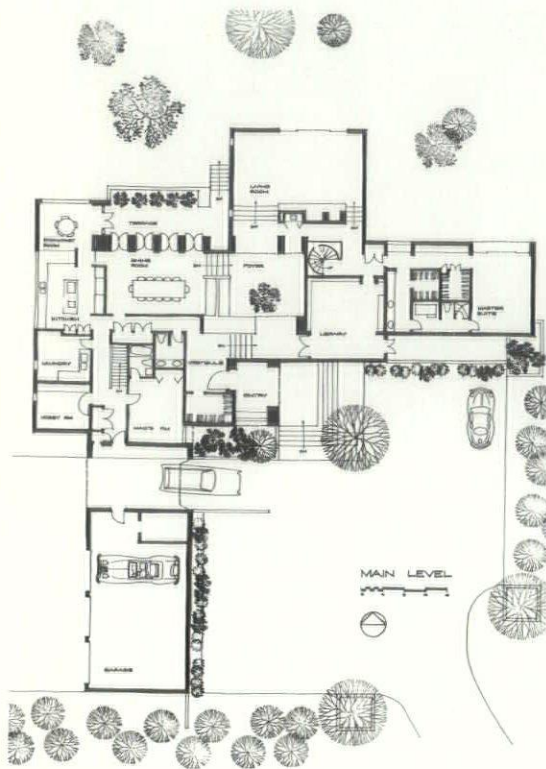
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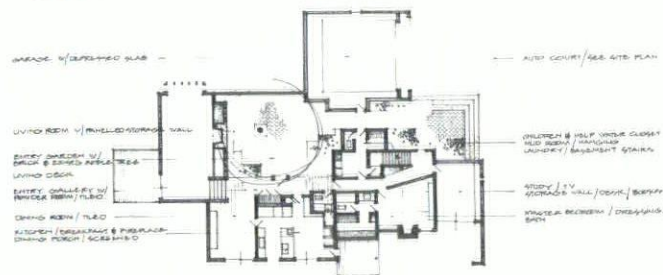
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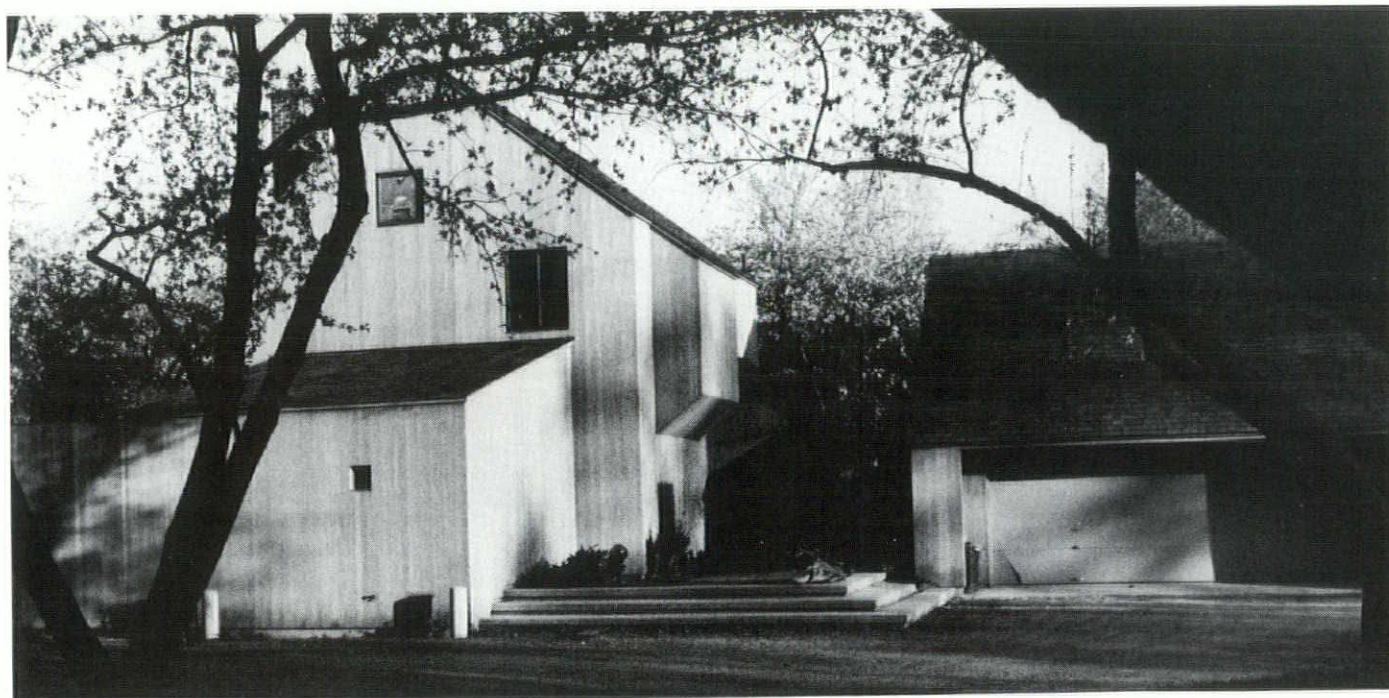
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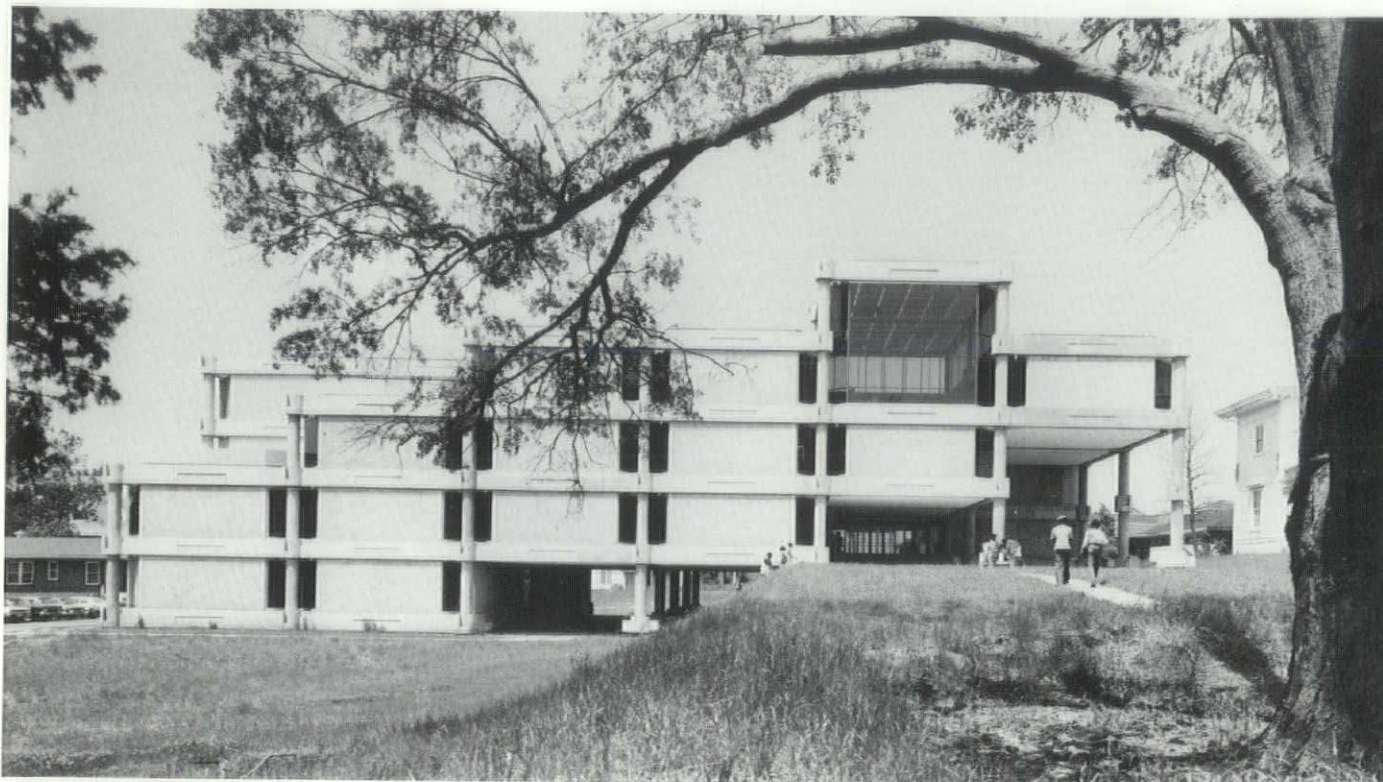
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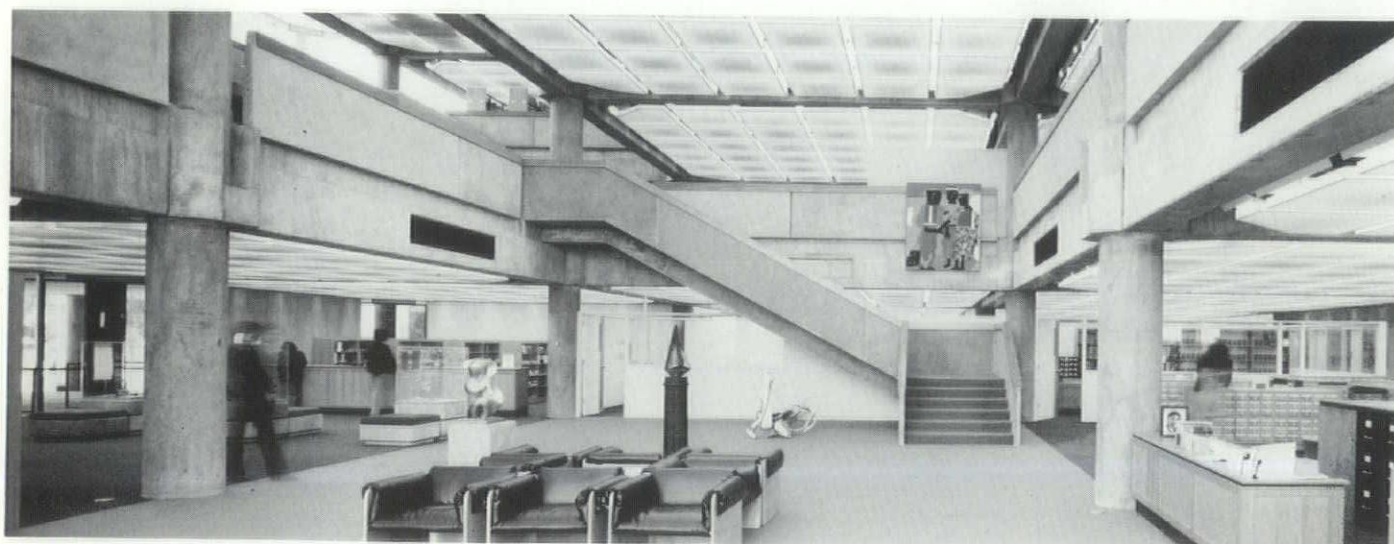
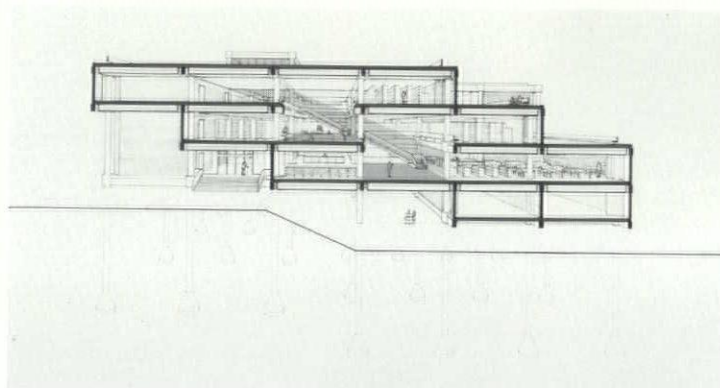
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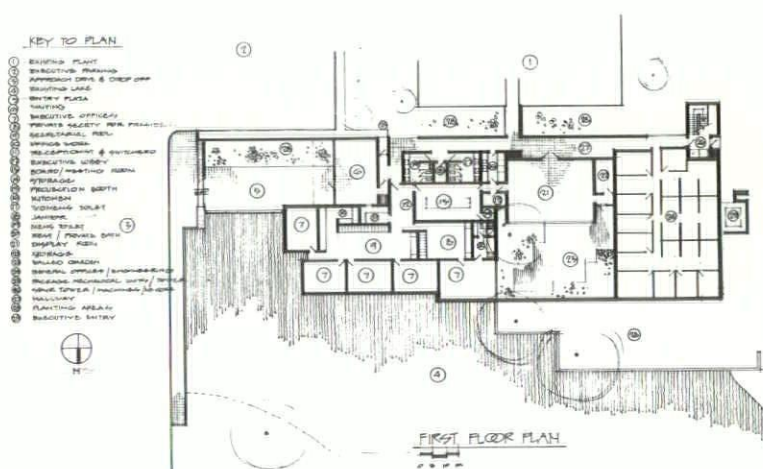
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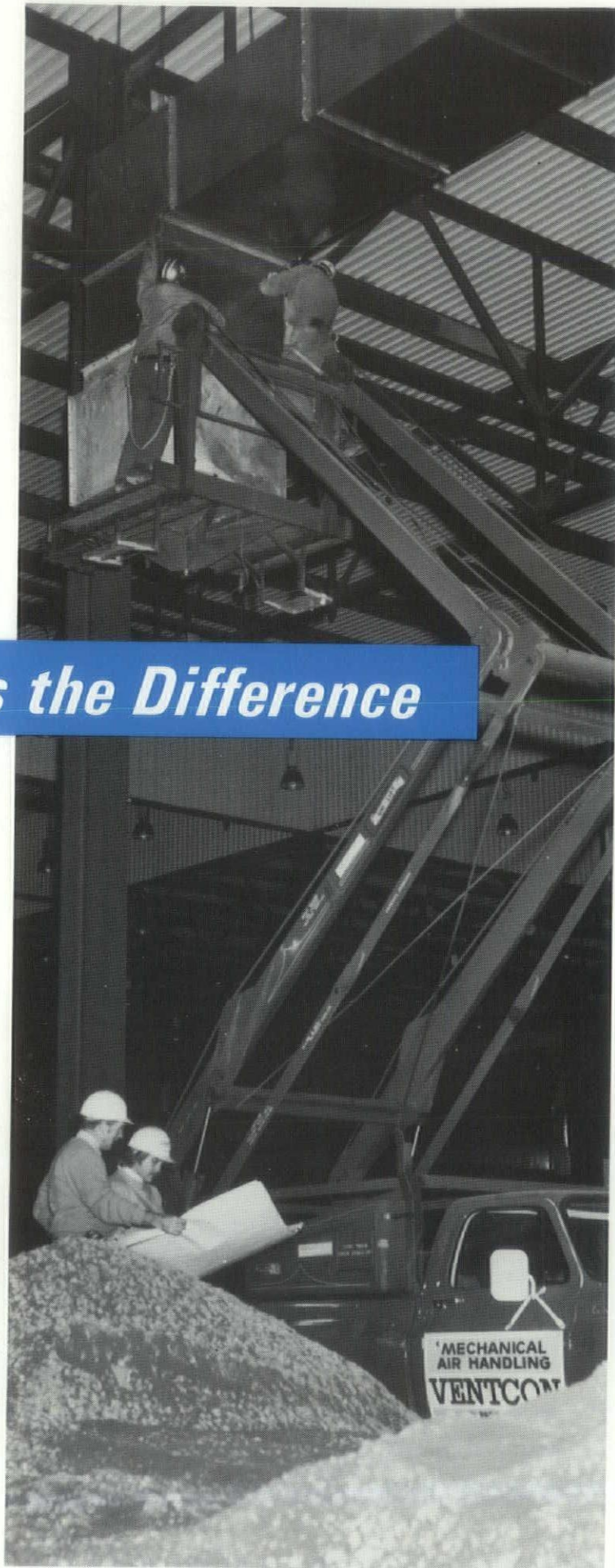
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Importance of Dodge/SCAN Microfilm Cited in AIA Committee Recommendation for Drawings Limited to 30 by 42 Inches

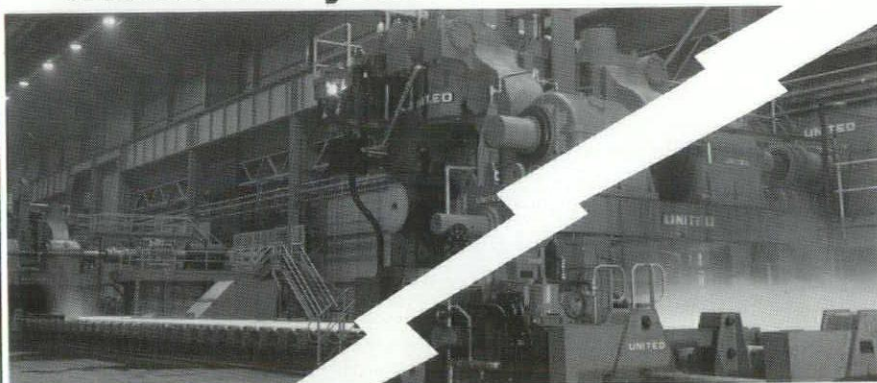
Citing the capability of the Dodge/SCAN Microfilm Service to reproduce construction project drawings in full size up to 30 by 42 inches, the Committee on Office Practice has recommended that all practicing architects limit their drawings to these maximum dimensions.

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The adverse effects caused by large drawings will be illustrated in a Dodge/SCAN exhibit at the convention of the Michigan Society of Architects in Saginaw on March 13 to 15. Besides a standard maximum size, the exhibit also recommends sharp contrasts, uncrowded details, simple and clear lines and lettering, and neat preparation to provide all bidding documents with good microfilm reproduction quality.



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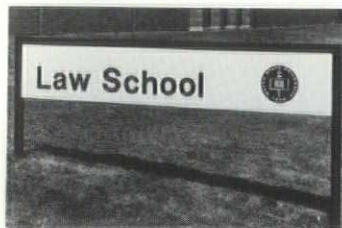
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